What is claimed is:

- 1. A printing-fluid container configured for lateral insertion into a printing-fluid container bay, the printing fluid container comprising:
 - a leading surface; and

an alignment pocket recessed into a center portion of the leading surface, wherein the alignment pocket is configured to mate with an outwardly-extending alignment member of the printing-fluid container bay so as to guide the printing-fluid container into a desired position with a desired orientation.

2. The printing-fluid container of claim 1, wherein the printing-fluid container bay includes a latching member, wherein the printing fluid container further comprises a latching surface configured to be selectively engaged by the latching member, and wherein the latching surface and the alignment pocket intersect a horizontally extending plane.

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- 3. The printing-fluid container of claim 2, wherein the latching surface is located on a rim portion of the printing-fluid container.
- 4. The printing-fluid container of claim 2, wherein the latching surface faces opposite the leading surface.
 - 5. The printing-fluid container of claim 1, further comprising an airinterface and an ink-interface, wherein a common vertical axis intersects the airinterface and the ink-interface.

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6. The printing-fluid container of claim 5, wherein the alignment pocket is positioned on the vertical axis intermediate the ink-interface and the air-interface.

- 7. The printing-fluid container of claim 5, wherein the alignment pocket is positioned on the vertical axis above the ink-interface and below the air-interface.
- 5 8. The printing-fluid container of claim 7, further comprising an electrical interface, wherein a common horizontal axis intersects the electrical interface, and wherein the horizontal axis intersects the vertical axis at the alignment pocket.
- 9. The printing-fluid container of claim 7, further comprising a keying pocket, wherein a common horizontal axis intersects the keying pocket, and wherein the horizontal axis intersects the vertical axis at the alignment pocket.
 - 10. The printing-fluid container of claim 7, further comprising an electrical interface and a keying pocket, wherein a common horizontal axis intersects the electrical interface and the keying pocket, and wherein the horizontal axis intersects the vertical axis at the alignment pocket.
- 11. The printing-fluid container of claim 10, wherein the horizontal axis is normal to the vertical axis.
 - 12. The printing-fluid container of claim 5, wherein the alignment pocket is positioned substantially equidistant from the air-interface and the ink-interface.
- 25 13. The printing-fluid container of claim 5, wherein the vertical axis bisects the leading surface.
 - 14. The printing-fluid container of claim 1, wherein the alignment pocket includes tapered sidewalls.

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- 15. The printing-fluid container of claim 1, wherein the alignment pocket recesses substantially normal to the leading surface.
- 16. The printing-fluid container of claim 1, wherein the alignment pocket
 recesses at least 15 millimeters from the leading surface.
 - 17. The printing-fluid container of claim 1, wherein the alignment pocket has a substantially rectangular opening.
- 18. The printing-fluid container of claim 1, wherein a depth of the alignment pocket is at least approximately 1.5 times a width of an opening of the alignment pocket.
- 19. A printing-fluid container configured for lateral insertion into a printing-fluid container bay that includes an outwardly-extending alignment member, the printing-fluid container comprising:
 - an alignment pocket configured to receive the outwardly-extending alignment member; and
 - first and second latching surfaces configured to receive a retaining force from first and second latching members of the printing-fluid container bay;
 - wherein at least a portion of the first and second latching surfaces are coplanar with at least a portion of the alignment pocket.
- 20. The printing-fluid container of claim 19, wherein the first and second latching surfaces and the alignment pocket intersect a horizontally extending plane.

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- 21. The printing-fluid container of claim 19, wherein the first and second latching surfaces are located on a rim portion of the printing-fluid container.
- 22. The printing-fluid container of claim 19, wherein the alignment pocket is configured to mate with the outwardly-extending alignment member.
 - 23. The printing-fluid container of claim 19, wherein the alignment pocket is configured to guide the printing-fluid container into a seated orientation in the printing-fluid container bay.

24. The printing-fluid container of claim 19, wherein the alignment pocket includes tapered sidewalls.

- 25. The printing-fluid container of claim 19, wherein the alignment pocket recesses substantially normal to the leading surface.
 - 26. The printing-fluid container of claim 19, wherein the alignment pocket recesses at least 15 millimeters from the leading surface.
 - 27. The printing-fluid container of claim 19, wherein the alignment pocket has a substantially rectangular opening.
- 28. The printing-fluid container of claim 19, wherein a depth of the alignment pocket is at least approximately 1.5 times a width of an opening of the alignment pocket.

29. A printing-fluid container configured for lateral insertion into a printing-fluid container bay that includes an outwardly-extending alignment member, the printing-fluid container comprising:

a reservoir having a leading portion;

an air-interface positioned on the leading portion of the reservoir;

an ink-interface positioned on the leading portion of the reservoir below the air-interface; and

an alignment pocket positioned on the leading portion of the reservoir between the air-interface and the ink-interface, wherein the alignment pocket is configured to mate with the outwardly-extending alignment member.

30. The printing-fluid container of claim 29, wherein the alignment pocket is positioned substantially equidistant from the air-interface and the inkinterface.

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- 31. The printing-fluid container of claim 29, wherein a common vertical axis intersects the air-interface, the ink-interface, and the alignment pocket.
- 32. The printing-fluid container of claim 31, wherein the vertical axis bisects the leading portion of the reservoir.
 - 33. The printing-fluid container of claim 31, wherein the vertical axis is an axis of symmetry relative to a shape of the front portion of the printing-fluid container.

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34. The printing-fluid container of claim 31, further comprising a keying pocket positioned on the leading portion of the reservoir, wherein a common horizontal axis intersects the keying pocket and the alignment pocket.

35. The printing-fluid container of claim 31, further comprising an electrical interface positioned on the leading portion of the reservoir, wherein a common horizontal axis intersects the electrical interface and the alignment pocket.

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36. The printing-fluid container of claim 31, further comprising an electrical interface and a keying pocket, wherein a common horizontal axis intersects the electrical interface and the keying pocket, and wherein the horizontal axis intersects the vertical axis at the alignment pocket.

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37. The printing-fluid container of claim 29, further comprising a latching surface configured to be selectively engaged by a corresponding latching member of the printing-fluid container bay, wherein a horizontally extending plane intersects the latching surface and the alignment pocket.

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- 38. The printing-fluid container of claim 29, wherein the leading portion of the reservoir includes a substantially planar leading surface.
- 39. A printing-fluid container configured for installation into a printing-fluid container comprising:

a leading surface;

alignment means for guiding the printing-fluid container into a seated orientation in the printing-fluid container bay, wherein the alignment means are recessed into a center portion of the leading surface; and

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latching means for engaging the printing-fluid container bay, wherein the latching means and the alignment means are positioned on a common horizontal plane.